REMARKS

Reconsideration of this application, as amended, is respectfully requested. The above amendments are supported by the specification as originally filed, for example at paragraphs 0030, 0031, 0032, 0038, 0045, 0052, 0067 and Figures 3D, 6 and 7A-7D. No new matter is added.

Claims 1-25 are patentable over Knudson in view of Hsu because neither of these references teach or suggest morphing an interactive channel bug into a received broadcast, according to computer-readable instructions executed by a receiver at which the broadcast is received.

The present claims are patentable over Knudson (US 6,536,041), which describes a system and method for introducing real time data into interactive program guides and controllable tickers. Knudson Abstract; 1:7-11, 13:49-54; and Figures 1, 13. This system generates a first key associated with program listing data at a main facility, and a second key at source of real time data. These keys are distributed to a television program guide in the receiver, which matches the keys and supplements program listing data with real time data before displaying the program guide or controllable ticker to the user. Knudson, 2:44-49; Figures 8, 10, 11, and 13. The controllable tickers described by Knudson are based on the program guide. Knudson 13:49-54.

In the Knudson system, the program guide and controllable ticker, and their associated program data, all exist prior to the generation of the keys. Thus, Knudson may be regarded as a scheme for supplementing program data, associated with interactive program guides and controllable tickers, with real time data, at the receiver. Knudson 11: 7-27. In other words, no interactivity is introduced in the receiver and only real time data is added to the interactive content data at the receiver.

In contrast, the present claims recite morphing an interactive channel bug into the broadcast. Such a feature is not found in Knudson. Inserting real time data into program data (as done by Knudson) should not be confused with morphing interactivity at the receiver. Hence, the present claims are patentable over Knudson.

Adding the teachings of Hsu (US 6,295,058), fails to cure Knudson's deficiencies. Hsu describes a process for users to compose, edit and transmit multimedia greeting cards or e-mails to other users. A user selects a design template and then drags and drops desired text, video or audio data onto the template, thus creating a greeting or e-mail that the user can send to a recipient. Hsu 4: 1-14.

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However, the system described in Hsu relies on a to select a template, to compose the greeting or e-mail, to insert text, video or audio onto the template, to morph graphic images and to transmit the generated greeting or e-mail to a recipient. Hsu 4: 1-14, 7: 9-25. Stated differently, Hsu relies on human interaction to perform these operations. In marked contrast, the present claims recite operations which take place according to computer-readable instructions executed by a receiver, i.e., in the absence of such human interaction. Thus, even if the teachings of Hsu were combined with those of Knudson, one would still not arrive at the present invention because distinctly different forms of operations would exist.

Moreover, in Hsu the morphing is of graphic images. Specifically, two graphical images are morphed to create a single morphed image. Hsu 7: 9-25. Hsu does not suggest or teach morphing an interactive channel bug into received broadcast. Indeed, nothing gets added to a received broadcast in Hsu. These are further reasons why the present claims are patentable over the combination of Knudson and Hsu.

Claims 29-31 are patentable over Knudson in view of Hsu because neither of these references teach or suggest aligning an interactive bug over a broadcast bug, according to computer-readable instructions executed by a receiver at which a video stream is received.

As discussed above, the combination of Knudson and Hsu fail to provide for the use of computer-readable instructions to align an interactive bug over a non-interactive broadcast bug at the receiver where a video stream is received. In particular, Hsu relies on human operators to perform all drag and drop and related activities. Consequently, claims 29-31 are patentable over these references.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,

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